

## LONG BEACH YOUTH AND GANG VIOLENCE PREVENTION INITIATIVE

### Task Force Meeting

August 9, 2004

#### *Meeting Summary*

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The Long Beach Youth and Gang Violence Prevention Task Force met on Monday, August 9, 2004 to continue development of strategies to achieve the Task Force directive. Micheal Gillette, Task Force Chair, opened the meeting with self-introductions and reviewed the meeting agenda.

Steven Giraldo, Task Force Co-Chair of the Los Angeles County Youth Engagement Task Force gave a 30-minute presentation, illustrating the purpose, process and outcomes of the Los Angeles Task Force.

Daniel Iacofano, from MIG, broke the group into their respective actions teams. These teams and their composition were determined at the previous Task Force meeting, where the Task Force members volunteered for teams of their preference. Each team was given the following four (4) tasks to accomplish during their break out session:

1. Identify an action team leader
2. Review goals/outcomes identified at the last Task Force meeting
3. Confirm actions, responsibilities and needs
4. Identify suggestions for presentation and discussion at the next Task Force meeting.

In addition, the teams were also given the same "Action Team Work Program Outline" worksheets used at the last Task Force Meeting on July 12, 2004. The Program Outline grid included the following elements for the team to identify:

1. Overall Action Team Goal/Desired Outcome
2. Proposed Actions to Reach Goal/Desired Outcome
3. Identified Action's Lead Responsibility
4. Identified Action's Key Participants (individuals, groups, and/or organizations)
5. Identified Action's Timeframe (in increments of months or years)
6. Identified Action's Potential Funding Source

The tasks and the grids were an outline for team discussions, however, some groups covered additional topics not relevant to the tasks for grids. This report summarizes the action team discussions. Please note a directory of Task Members and their phone numbers has been added to the end of this report.

## ACTION TEAM OVERVIEW

<i>Action Team</i>	<i>Team Goal/desired Outcome</i>
<p>MEDIA AND COMMUNICATIONS</p> <p>Erroll Parker</p>	<p><i>July 12.</i> Development of a multi-media campaign that gives a relevant voice to the suffering populations in Long Beach and conveys positive messages and role models for youth and families.</p> <p><i>Aug 9.</i> Gathered and solidified media resources. Effective outreach to community's youth that compels their involvement in the development of a counter-violent message that will go out to the entire community.</p>
<p>YOUTH EMPLOYMENT</p> <p>Bryan Rogers</p>	<p>Report in progress.</p>
<p>PARENTING</p> <p>Cecile Walters Chris Burcham</p>	<p>Specialized parenting education with regards to parents rights, responsibilities and resources, discipline, working with lower grade schools and the community</p>
<p>YOUTH ENGAGEMENT</p> <p>Cindy Fogg</p>	<ul style="list-style-type: none"> <li>▪ Meaningful, not token engagement</li> <li>▪ Shared power, equal footing</li> <li>▪ Ownership for future quality of life</li> <li>▪ Shared voice and perspective of youth</li> <li>▪ Mutual respect ("Walk the Talk")</li> <li>▪ <b>(Added on Aug. 9)</b> Acceptance of actions and findings</li> </ul>
<p>RESEARCH &amp; RESOURCE DEVELOPMENT</p> <p>Dennis Thys</p>	<ol style="list-style-type: none"> <li>1. Analysis of Beats Four and Five high crime neighborhood and identification of resources and needs</li> <li>2. Collections of social service data citywide and development for distribution and use towards resource development</li> </ol>

## MEDIA CAMPAIGN

**Team Leader:** *James Saucedo*

**Assigned Team Members:** *Alvin Bernstein, Craig Watson, Dan Murphy, Enrique Castro, Jessica Quintana, Jud Schoendorf, and Sheila Callaghan*

**Resource Team Member:** *Erroll Parker*

### JULY 12, 2004 TASK FORCE MEETING

**Team Goal/Desired Outcome:** *Development of a multi-dimensional media plan that gives a relevant voice to the suffering populations in Long Beach and conveys positive messages and role models for youth and families.*

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
1. Work with Press telegram to access newspaper coverage of youth agencies and profile young people who have overcome adversity	Rich Archibald	Press Telegram	0-6 mos.	P-T
2. Work with the Charter Cable TV Company to access local cable TV programming i.e., local TV programs and the potential for sponsoring a 24-hour telethon	Craig Watson	Charter Communication	0-6 mos.	Charter
3. Invite Joe Muse's Ad Agency and the USC School of Communication Metamorphosis Project to our next meeting to present and discuss ideas on media campaign	TBD	TBD	TBD	TBD

## AUGUST 9, 2004 TASK FORCE MEETING (MEDIA CAMPAIGN)

**Team Goal/Desired Outcome:** 1) Gathered and solidified media resources. 2) Effective outreach to community's youth that compels their involvement in the development of a counter-violent message that will go out to the entire community.

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-3 year 0-4 years	Funding Source(s)
4. Contact Rich Archibald regarding the extent that P-T is willing to share resources	Jessica		1 mo.	Inkind
5. Contact Craig regarding character communications and involvement with PSA-Television spots and the potential for a telethon	James		1 mo.	Inkind
6. Contact Joe Muse and his advertising agency to discuss his level of involvement with our media campaign	James		By Next Meeting	Inkind
7. Contact the USC School of Communications (The Metamorphosis Project)* and discuss the level of their involvement/collaboration regarding our media campaign and determine who to contact regarding the use of anti-tobacco campaign as a model	Erroll		By Next Meeting	Inkind

\* The Metamorphosis Project is an in-depth examination of the transformation of urban community, changing under the forces of globalization, new communication technologies and population diversity. The project's mission is to examine the urban community from a communication infrastructure perspective. The project hopes to make the communication infrastructure visible so that it can be an effective tool for policymakers, activists and residents who are working to build urban areas into stronger and more effective communities. This project is a research project of the Communication Technology and Community Program at the Annenberg School of Communication at the University of Southern California and sponsored by Annenberg School and Annenberg Center for Communication. Research Sites include seven major residential areas within 10 miles of the Los Angeles Civic Center. Each site is being studied from the perspective of the ethnicity that has shaped the tone and character of the area. Research methods include: telephone surveys, in-person interviews, "Community Issues" focus groups, "High Digital" focus groups, and Socio-spatial mapping techniques.

## YOUTH EMPLOYMENT

**Team Leader:** *Mike Bassett*

**Assigned Team Members:** *Darick Simpson, Jessica Quintana, John Hoffman, Karen Hilburn, and Lydia Hollie*

**Resource Team Member:** *Bryan Rogers*

**Team Goal/Desired Outcome:** *Find ways to increase job opportunities for youth!*

*Report in progress.*

## PARENTING

**Team Leader:** *To be determined*

**Assigned Team Members:** *David Hillman, Falanai Ala, Grant, Leonard Adams, Melanie Washington, Robin Sinks, Autrilla Scott and Yolanda Benavidez*

**Resource Team Members:** *Cecile Walters, Chris Burcham, Karen Hilburn*

### JULY 12, 2004 TASK FORCE MEETING

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**Team Goal/Desired Outcome:** *Specialized parenting education*

**Partners:** *LBPD, LB Child Abuse & Domestic Violence Counseling, LBUSD, Hospitals and Medical Centers*

**Topic(s):** *Parent rights, responsibility and resources, discipline, working with lower grade schools and the community*

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
1. Review best practices of current parental education covering rights, responsibility and discipline	Robin, Leonard, Falanai, and Chris	All	0-6 mos.	N/a
2. Provide training to parents and staff on how to avoid difficult situations	Karen	LBPD, PT	0-6 mos.	N/a
3. Continue resource mapping and identification of more organizations	All	N/a	0-6 mos.	N/a

## AUGUST 9, 2004 TASK FORCE MEETING (PARENTING)

Potential Actions to Reach Goal/Desired Outcome <i>(subject to the approval of the action team)</i>	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
4. Conduct a speakers panel discussion at future Task Force Meeting	TBD	Truancy Center/ Larry Ginn / Gladis Gutierrez	TBD	TBD
5. Conduct parent survey regarding family/parenting needs - Consider sending out during students' registration week or during "Back to School" night at middle school and high schools - Other Task Force Action Teams would be encouraged to participate in the survey as well.	TBD	TBD	TBD	TBD
6. Parenting Action Team to review overall goals <i>(from July 12, 2004 Task Force Meeting)</i>	Action Team	Action Team	N/a	N/a

### Additional Notes Regarding Proposed Actions from July 12th:

- Confirm with Karen H. implementation timeline for parent training on how to avoid difficult situations between parent and school staff
- In terms of resource mapping the goal should be to create a "one-stop (resource) shopping" product for parents, perhaps in more than one medium/format: web source, print source, telephone access
- Things to be determined regarding the resource mapping product
  - What is already produced and by whom?
  - Can existing sources be merged?
  - What is already funded that can be built upon?

# YOUTH ENGAGEMENT

**Team Leader:** *Diane Pinedo and Sotheara Chhay*

**Assigned Team Members:** *Alvin Bernstein, Barbara Smith, Dave San Jose, Enrique Castro, Grant, Greg, Hilary Rivers, Raymond Chavarria, Lysa Gamboa-Levy, Marc Rothenberg, Mike Bassett, Mike Gillette, and Steve Giraldo*

**Resource Team Member:** *Keith Kilmer, Cynthia Fogg, Alvin Bernstein*

## JULY 12, 2004 TASK FORCE MEETING

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
1. Invite more youth to “the table”	Alwin	Task Force	0-6 mos.	N/a
2. Engage youth in the dialogue through outreach	Greg	School Programs (Disciplinary Sessions), Youth Commission, DLYAC	0-6 mos.	N/a
3. Invite LA City Youth Engagement Task Force to work with us	CF	Task Force	0-6 mos.	N/a

### **Team Goals/Outcomes:**

- Meaningful, not token engagement
- Shared power, equal footing
- Ownership for future quality of life
- Share voice and perspective of youth
- Mutual respect (“Walk the Talk”)

### **Issues/Challenges:**

- At-risk youths and juveniles on probation are hard to reach
- They have diverse needs



**Questions:**

- Should out outreach be age specific?
  - Maybe we are target age range should be middle school age children to 24 year old young adults

**Opportunities:**

- Early intervention
  - Reaching youth during their formative years (younger age)
- School curriculum
- Discipline

**Next Steps:**

1. Bring findings to entire Task Force
2. Be engaged in Task Force
3. Develop “broad” outreach/engagement actions
4. Engage Los Angeles City Youth Engagement Task Force

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**AUGUST 9, 2004 TASK FORCE MEETING (YOUTH ENGAGEMENT)**

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**Team Goals/Outcomes:**      *Acceptance of actions and findings*

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
4. Create incentives to get more youth to join the Action Team/Taskforce such as: <ul style="list-style-type: none"><li>- Provide bus passes or some form of convenient transportation</li><li>- Provide food/beverages</li><li>- Look at youth development action team /youth education successes</li></ul>				

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
5. Determine Outreach Methods. Potential methods include: <ul style="list-style-type: none"> <li>- Speaking at Student Forum and DYLAAC meetings</li> <li>- Engaging youth serving agencies</li> <li>- Reach out to ex-gang members, LBPY Youth Advisory Group, neighborhood services and youth ministry</li> <li>- Speak at Town Hall meetings</li> </ul>				
6. Increase Youth Task Force members from 2 to 5 members <ul style="list-style-type: none"> <li>- Now it's 10% of recommended 12-15 youth members.</li> <li>- Contact Council Members to appoint Youth from DYLAAC if non, why not?</li> <li>- Reach out to student Board Representatives and ask them to reach out to other schools</li> </ul>				
7. Embrace Youth Engagement Principles spelled out in the report left by Steven Giraldo (see additional notes for more information)				

#### Additional Notes:

*Steven Giraldo, Task Force Co-Chair of the Youth Engagement Task Force (formed in Los Angeles by the Los Angeles County Children's Planning Council and the City of Los Angeles Youth Council of the Workforce Investment Board (WIB) in 2003) gave a presentation of the work completed by his task force. The Task Force met over several months to identify best practices, conduct a series of focus groups with youth and youth workers, and begin a process to map assets. The conversations yielded a belief statement, a set of values, and seven principles – all of which help lay the foundation for real change on the behalf of youth in Los Angeles. Based on beliefs and principles, the Task Force identified 15 recommendations for Los Angeles County. Giraldo left copies of a report, titled Our Voice Is Your Future, Giving LA's Youth Real Voice and Real Power: A Call to Action & Recommendations for Meaningful Youth Engagement, capturing the Task Force's work during this process, which can be used as a model for this action team and a resource for the Task Force in general. This was considered a valuable presentation, as it was inspiring and illustrated a similar Task Force's largely successful experience.*

## RESEARCH & RESOURCE DEVELOPMENT

**Team Leader:** *Bill Wells and Mike Gillette*

**Assigned Team Members:** *Bill Quach, Enrique Castro, Jessica Quintana, Raymond Chavarria, Rene Castro, and Robin Sinks*

**Resource Team Member:** *Dennis Thys*

### JULY 12, 2004 TASK FORCE MEETING

**Team Goal/Desired Outcome:** *1) Analysis of Beat Five high crime neighborhood and identification of resources and needs*

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
1. Collect crime data 2. Develop an overlay of census demographic information 3. Research youth serving agencies 4. Engage LBUSD in our work	DJT	Police, Tech Services Commission on Youth LBUSD	1 mos.	City/ LBUSD
5. Conduct site visits 6. Analyze best practices	Mike	Research and Resource Management	3 mos.	City
7. Identify gaps in services available 8. Identify best practices	Mike	Research and Resource Management	3 mos.	City

**Goal/Desired Outcome:**

2) Collections of social service data citywide and development of strategies for distribution and use towards resource development

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
1. Collect youth commission data	TBD		6 mos.	
2. Establish neighborhood leadership program	TBD		6 mos.	
3. Establish non-profit partnerships with CSULB, LBCC, NK California, and HUD Faith-Based Initiative	TBD		6 mos.	
4. Develop strategies for information exchange i.e. ask California	TBD		12 mos.	
5. Translate data into grant/foundation funding opportunities	TBD		18 mos.	

### AUGUST 9, 2004 TASK FORCE MEETING (RESEARCH & RESOURCE DEVELOPMENT)

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**Goal/Desired Outcome:**

2) Collections of social service data citywide and development of strategies for distribution and use towards resource development (goal carried over from previous action team meeting)

Proposed Actions to Reach Goal/Desired Outcome	Lead Responsibility	Key Participants (individuals, groups, and/or organizations)	Timeframe 0-6 months 0-1 year 0-2 years	Funding Source(s)
6. Identify funding, opportunities, and organizations	TBD	Task Force, City, LBUSD, and CSULB	1 year	N/a
7. Determine fiduciary responsibility	TBD	Executive Committee	1 year	N/a

## TASK FORCE TELEPHONE DIRECTORY

<i>Name (last, first)</i>	<i>Action Team</i>	<i>Phone Number</i>
Adams, Leonard	Parenting	562-570-5551
Bassett, Mike	Youth Employment (Team Leader), Youth Engagement	562-986-1249
Benavidez, Yolanda	Parenting	562-989-7872x288
Bernstein, Alvin	Media Campaign, Youth Engagement (Resource Team)	562-570-7880
Burcham, Chris	Parenting (Resource Team)	562-570-6220
Callaghan, Sheila	Media Campaign	562-491-6349
Castro, Enrique	Media Campaign, Research & Resource Development, Youth Engagement	562-436-9893
Castro, Rene	Research & Resource Development	
Chavarria, Raymond	Research & Resource Development, Youth Engagement	562-436-8593
Chhay, Sotheara	Youth Engagement	
Fogg, Cynthia	Youth Engagement (Resource Team)	562-570-3538
Gamboa-Levy, Lysa	Youth Engagement	562-435-8184
Gillette, Mike	Research & Resource Development (Team Leader), Youth Engagement	562-755-3852
Giraldo, Steve	Youth Engagement	818-458-5185
Grant	Parenting, Youth Engagement	
Greg	Youth Engagement	
Hatfield, Ty	Research & Resource Development	562-570-1458
Hester, Phil	Youth Engagement	562-570-3172
Hilburn, Karen	Youth Employment, Parenting (Resource Team)	562-997-8000x7141
Hillman, David	Parenting	562-570-5551
Hoffman, John	Youth Employment	562-997-8000x7252
Hollie, Lydia	Youth Employment	562-714-7473
Kilmer, Keith	Youth Engagement (Resource Team)	562-570-3400
Murphy, Dan	Media Campaign	592-570-5606
Parker, Erroll	Media Campaign (Resource Team)	562-570-4452
Pinedo, Diane	Youth Engagement	562-424-2097
Quintana, Jessica	Media Campaign, Youth Employment, Research & Resource Development	562-433-7831
Rivers, Hillary	Youth Engagement	562-591-3429
Rogers, Bryan	Youth Employment (Resource Team)	562-570-3701
Rothenberg, Marc	Youth Engagement	562-424-0502
San Jose, Dave	Youth Engagement	562-423-8938
Santos, Lou	Youth Engagement	562-630-3838
Sauceda, James	Media Campaign (Team Leader)	562-985-8150
Schoendorf, Jud	Media Campaign	562-988-7199
Simpson, Darick	Youth Employment	562-439-2224
Sinks, Robin	Parenting, Research & Resource Development	562-997-0632
Smith, Barbara	Youth Engagement	562-429-2890
Thys, Dennis	Research & Resource Development (Resource Team)	562-570-6843
Walters, Cecile	Parenting (Resource Team)	562-570-6035
Washington, Melanie	Parenting	562-490-2402
Watson, Craig	Media Campaign	310-971-4205
Wells, Bill	Research & Resource Development (Team Leader)	562-434-5077
Winner, Robert	Youth Engagement	562-489-1319

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## RESOURCE TEAM TELEPHONE DIRECTORY

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<i>Name (last, first)</i>	<i>Action Team</i>	<i>Phone Number</i>
Bernstein, Alvin	Media Campaign, Youth Engagement (Resource Team)	562-570-7880
Burcham, Chris	Parenting (Resource Team)	562-570-6220
Dempsey, Anita	Research & Resource Development	562-570-6958
Fogg, Cynthia	Youth Engagement (Resource Team)	562-570-3538
Harrison, Reggie	Research & Resource Development	562-570-5850
Hatfield, Ty	Research & Resource Development	562-570-1458
Hester, Phil	Youth Engagement	562-570-3172
Hilburn, Karen	Youth Employment, Parenting (Resource Team)	562-997-8000x7141
Kilmer, Keith	Youth Engagement	562-570-3400
Parker, Erroll	Media Campaign (Resource Team)	562-570-4452
Rogers, Bryan	Youth Employment (Resource Team)	562-570-3701
Schneider, Corrine	Research & Resource Development	562-570-4014
Thys, Dennis	Research & Resource Development (Resource Team)	562-570-6843
Walters, Cecile	Parenting (Resource Team)	562-570-6035
Worden, Ray	Research & Resource Development	562-570-7750